

MENU BOARDS: A HIGH VISABILITY SALES TOOL

PURPOSE: This operational guide is provided to assist Air Force club managers and staff in developing, operating, and maintaining functional menu boards.

SCOPE: This guide applies to all Air Force clubs that operate food operations where menu boards are applicable.

GENERAL: Menu boards should be thought of as a sales tool rather than a place to list items. Menu boards and other signs should be visually attractive and help set the tone of your food operation. The following guidance provides tips from operators and menu board manufacturers on how to make the most effective use of menu boards.

GUIDANCE:

- 1. Make menu boards easy to read:** Avoid hard to read lettering colors like blue and green. Keep choices per sign limited and avoid type sizes and styles that are hard to read. Lettering should be done in upper and lower case and in printed block style. All lettering should be legible at least 15 feet from the board.
- 2. Organize your menu board logically:** Items should be listed in chronological eating order. You can increase sales by listing your highest profit items first in their respective categories and by highlighting higher profit items. You may also increase sells by using pictures of the items.
- 3. Position menu boards above serving line:** This offers convenience for customers and allows them a chance to make an early selection.
- 4. Don't overlook the key selling area:** Feature your highest margin items or those items you want to promote in the area where customers' eyes are immediately drawn, the center of the menu board or the pictures.
- 5. Don't limit yourself to one menu board:** Preview boards can help speed up traffic flow as they allow the customers to mentally make a selection before they reach the serving area. Ensure both the preview board and main menu board items and prices remain consistent.

SUMMARY: Menu boards come in a wide variety of sizes, styles, colors, and prices, making it easier to find one that suits your menu, your server, and your budget. Most menu board manufacturers can make choosing the appropriate board an easy task.